

Welcome Letter:

Thank you for your interest in working with the Paddy Power IT team. The rapidly expanding Paddy Power IT Department is playing an increasingly important part in this exciting time of growth for Paddy Power plc. For the company to continue its strong growth and to exploit the new opportunities in the competitive and demanding environment in which it operates, it will need leading technology more than ever before. We do not see IT as a service to the business but rather that IT is a competitive advantage for our company.

We are seeking highly skilled and commercial IT professionals who will ensure the IT Department leads the company charge on innovation, time to market, quality of product, service, scale, leveragability and value for money.

We expect the IT Department to double in size in the next 18 months, and not only do we offer employment in a secure and growing company, but we are a fun place to work. We will be using the very best technology and practices, solving the most interesting problems, with and for the most intelligent, imaginative and exciting colleagues.

We are currently recruiting for a large number of positions within the IT Department, and we hope you will be interested in progressing your career through the development opportunities afforded to those people working in this innovative and rapidly expanding company.

Kevin O'Connor - CIO

About Paddy Power:

Paddy Power is Ireland's biggest and most successful bookmaker. Paddy Power provides online betting and gaming services, offers betting services via telephone (Dial-a-Bet), and has a large number of licensed betting shops across Ireland and the UK. The company is a publicly quoted company, listed on both the Irish and London Stock Exchanges (www.paddypowerplc.com).

Our telephone division operates Ireland's largest telephone sports betting service and our rapidly expanding Online division comprises the following businesses: online sportsbook (paddypower.com), mobile sportsbook (paddypowermobile.com), casino (paddypowercasino.com), games (paddypowergames.com), poker (paddypowerpoker.com), bingo (paddypowerbingo.com), and the most recent addition, financial spread betting (paddypowertrader.com)

Paddy Power, founded in 1988 by the merger of three existing Irish high street bookmakers, takes an unconventional approach to betting and gaming believing them to be firmly rooted in the leisure and entertainment space. As such its mission is to make 'risk-based entertainment' more accessible and fun. It offers customers an unparalleled betting experience that is great value; great fun and has the best service.

Through this strategy the company has developed a strong reputation as "The Punter Friendly Bookmaker" and has become renowned for its unique "Money Back Specials". Paddy Power is also an industry leader in cutting edge, humorous advertising, examples of which can be viewed at www.pp-gallery.com

Thanks to this customer-centric approach, it is now generally accepted that a bet with Paddy Power has three possible outcomes - Win, Lose or Money Back. While the company specialises in small stakes, fixed odds sports betting, it also offers odds on a number of non-sporting and novelty markets, such as election betting and the outcome of popular TV events.

In 2009, turnover was over €2.75 billion, up 31% on 2008. Underlying operating profit was €67 million, down 12% on 2008.

In May 2009 Paddy Power announced its entry into the Australian betting market through the acquisition of 51% of Sportsbet Pty Ltd and in November 2009 announced its entry to

the French betting market through a partnership with PMU, the largest tote operator in Europe.

As at February 2nd 2010 Paddy Power operated a total of 319 retail outlets (204 in Ireland, 8 in Northern Ireland and 107 in the UK).

There are now in excess of 2,000 people employed across the Group.

Overview of IT Department:

The Paddy Power IT Department comprises in excess of 100 technology professionals working across a wide range of functions:

- **IT Infrastructure** – Systems Admin, Network Admin, Database Admin and Server Engineering
- **Software Development** – Applications and software development
- **e-Commerce Technology** – Systems and applications support for our online businesses, software testing and web development
- **Retail IT** – Management, maintenance and deployment of all technology across our Retail estate (tills, networks, phones, kiosks, screens, CCTV etc.)
- **Corporate IT** – User/Corporate Support Desk, Corporate Systems, Reporting.

Corporate Social Responsibility:

Paddy Power appreciates that it has important responsibilities to its customers and the broader community, as well as to its employees and shareholders. The Group is committed to acting fairly and properly in its dealings with all stakeholders and the directors are cognisant of the significant impact that environmental, social and governance matters may have on our business. We have set out below brief overviews of some areas of particular focus for the Group.

Our people are pivotal to everything we do and we are fortunate to have such a range of talented people that epitomise our devotion to customer service, our dedication to product excellence and our brand values of 'fun, fair and friendly'. The Group focuses heavily on employee communication, development and retention.

In 2009, we continued to improve the employee appraisal process to bring greater focus to the personal development planning of employees, which saw an increase in targeted training for both junior and senior employees. We also want people to have a longer term stake in the Group's performance and have introduced schemes to encourage share ownership amongst employees. During 2009, we continued to focus on improving internal communications, by promoting usage of the staff intranet and increasing the frequency of meetings of our head office employee communications groups. In addition, we gather feedback from staff through employee surveys. We are committed to communications from the top down and our Chief Executive attends at employee consultation forums and at induction meetings for new head office staff.

We continued to invest heavily in our dedicated in-house recruitment function to source the next generation of management talent. In 2009, we improved our recruitment processes by increasing our adoption and usage of online and social networking recruitment tools and by continuing to enhance our dedicated careers website 'www.workwithpaddy.com'.

Opportunities for employment, training and development are determined on the basis of each individual's ability and performance record, irrespective of their gender, ethnic origin, nationality, age, religion, sexual orientation or disability. The number of staff employed in the Group increased by 21% over the course of the year to 2,276, including our Australian business. The growth of our retail estate in the UK in 2009, coupled with greater presence of non retail employees in our London offices, has seen the number of people working for the Group in the UK rise by 44% to 457 people. We anticipate that we will continue to grow our employee base as we aggressively expand our online, retail and business-to-business service offerings over the coming years.

Useful Links:

Further information on Paddy Power and its services is available at the following websites:

Paddy Power plc. - www.paddypowerplc.com

Paddy Power Jobs - www.workwithpaddy.com